

SEPTEMBER - 1967

VOLUME 17 - - No. 3

*Canadian
Home
Economics*
JOURNAL

Published by CANADIAN HOME ECONOMICS ASSOCIATION

CANADA'S CENTENNIAL YEAR

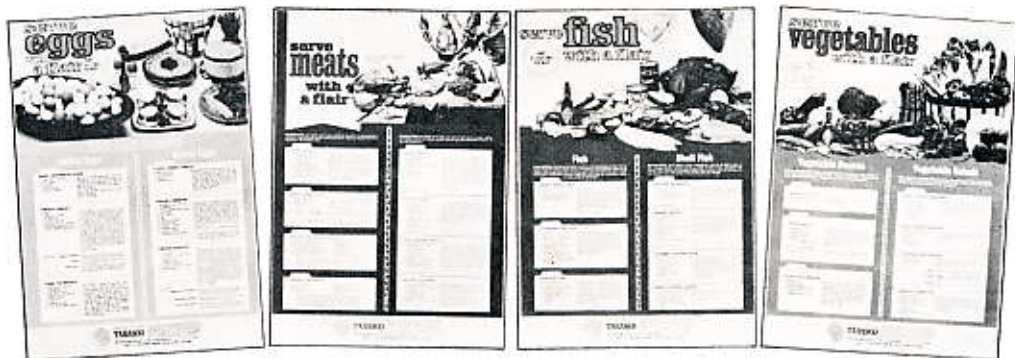
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September, 1967

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Subscriptions and change of address should be mailed to Canadian Home Economics Association, National Office, 151 Slater St., Ottawa 4.

Subscription rates: \$2.50 per year or 65 cents per single copy.

Application for membership in the Association should be sent to National Office. Membership fee is \$15.00 due May 1st.



ARTICLES

CONTRIBUTIONS OF CLOTHING AND TEXTILES TO CULTURAL EVOLUTION, CULTURAL STABILITY AND CULTURAL CHANGE <i>Lillian B. Matthews</i>	55
TWO NEW DIRECTORS APPOINTED	63
COLLEGE OF HOME ECONOMICS, UNIVERSITY OF SASKATCHEWAN <i>Edith Rowles Simpson</i>	64
NEW DEVELOPMENTS IN FOODS <i>Betty Kirby</i>	67
PACKAGING TODAY AND TOMORROW <i>Morton Ritz</i>	70
ADMINISTRATION—WHO QUALIFIES?	72
A FAMILY LIFE SURVEY IN NEW BRUNSWICK <i>Louise V. D. Seamans</i>	73
ANNUAL MEETING REPORT	79

DEPARTMENTS

WHO'S WHO	66
EDUCATION COMMITTEE REPORT	83
ABSTRACTS OF CURRENT LITERATURE	84

Published Quarterly by
CANADIAN HOME ECONOMICS ASSOCIATION

Printed by
The Public Press Limited, Winnipeg 21, Manitoba.

Authorized as second-class mail, Post Office Department, Ottawa,
and for payment of postage in cash.

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A MESSAGE FROM THE PRESIDENT . . .

What's Ahead?

For those whose term of office in C.H.E.A. ended with the June Annual Meeting, we hope a time of rest to evaluate the products of their effort and then a renewal of interest in another area of Home Economics. This hope is especially extended to Donna Baxter, retiring chairman of the Journal Committee, and all the Winnipeg members, who since 1952 have kept the masthead of the C.H.E. Journal flying.

For those whose term is commencing, we wish fruition of all your plans.

For those who are continuing, we know that C.H.E.A. is reaching out——

- to assist Home Economists in other countries by continuing to support the Caribbean project; by contributing to the new project that the Canadian Hunger Foundation will establish.
- to facilitate business operations between the International Federation of Home Economics and affiliated groups, by assuming the task of paying the five collective memberships that the affiliated groups have shared. This will be on a trial basis, for one year. We hope that affiliated groups will continue their interest in I.F.H.E. by channeling financial support to C.H.E.A. and by encouraging participation in the Bristol Congress in July, 1968.
- to work with other organizations whose concern is the family. Members might utilize the survey that the Family Life Committee is conducting with the Social Welfare Profession. Members might become personnel on the committees of the International Year of Human Rights Conference. Each member might write her member of parliament supporting a revision of the income tax act.

Reaching out to other countries and other professions, to assist the families of Canada is necessary to create a new image of the Home Economist in a changing world.

Wanda Young

Contributions of Clothing and Textiles to Cultural Evolution, Cultural Stability and Cultural Change

by LILLIAN B. MATTHEWS, Ph.D., Associate Professor of Clothing and Textiles
College of Family Life, Utah State University

Dr. Matthews, born and raised in Ontario, graduated from Macdonald College, McGill University with B.Sc. (H.Ec.). She obtained M.S. (Clothing and Textiles) at Pennsylvania State University and Ph.D. at Ohio State University. Her area of specialization is in Behavioral Science Aspects of Clothing at the undergraduate and graduate levels.

Changes in dress and textile technology are reflected in general cultural development of many cultures, and these changes are important influences in the sociological and ideological systems of these cultures. Berelson's definition of culture provides a base for discussion of these concepts.

Culture is a product; is historical; includes idea patterns, and values; is selective; is learned; is based upon symbols; and is an abstraction from behavior and the products of behavior.²

Expressed in these general statements of culture is the idea that culture is the abstracted nonbiological conditions of human life. Man is immersed in a culture or cultures and through participation within these becomes a human being. In the process of learning the culture, man shares the culture with other people and thus learns how to behave and what behavior to expect from others. Thus man learns what kind of behavior is rewarded or punished and what types of activity are held to be inherently gratifying or frustrating. Therefore, culture patterns are felt, emotionally adhered to or rejected.

We can understand, therefore, that the differences of behavior of various peoples are due to the differences among the cultural traditions that stimulate them. Variations of human behavior are functions of a cultural variable.

The above definitions should be useful in our study of clothing and textiles as a cultural medium.

Textile Technology as a Basis for Cultural Change

Using clothing and textiles as the cultural element for studying cultural development

under the framework that *technology* is a basic factor in sociocultural change, it can be illustrated that changes in textile technology influence changes in the social and ideological structure of the society.

Ogburn describes technology as a study of technics which cover a great range of cultural objects such as bows and arrows, pottery, baskets, jewelry, cloth, and nylon.⁶ The making of these material objects is a combination of metals and mechanical power put together in different ways for different purposes and in the process they extend our senses. For instance, our sense of touch is developed so that we become aware of the difference in texture between baskets and cloth.

The extension of any one sense, McLuhan believes, alters the relation among all the senses and thus changes the way we perceive the world. Perception is highly subjective and an active process in which events within the environment affect what we perceive. What disposes us to see is only in a small degree biological. It is primarily cultural; we see what our culture (which includes technology) disposes us to see.⁴ Thus, as a culture and technology change we see things we didn't see before, and we see familiar things in a different way.

Technology is seen by McLuhan as an extension of some part of the human body or capability. For example, the wheel is an extension of the foot, the lever an extension of the arm, simple tools an extension of the hand. We can readily understand that persons using the wheel, the lever, and any of a number of tools in our technological age, will have different sensations and perceptions than persons in an earlier era engaged in the skill of home production when simpler tools were used.

Keynote address presented at meeting of Home Economics Teachers at the Annual Teachers' Convention of Greater Edmonton, Edmonton, Alta., Feb. 24, 1967.

Margaret Mead gives as an example the shuttle, which elongates and refines the finger and when in use follows the rhythm of the body. The machine does not have a body-pattern but has an existence and rhythm of its own, to which man must submit. The tension of the welt on a hand loom is controlled through the feeling of the woman's muscles and the rhythm of her body motion; in the factory she watches the loom, and responds only when the machine needs attention. On her hand loom at home she knew by the feel between her fingers when the process was complete. In the factory she must adjust her rhythm to that of the timed rhythm of the machine.⁵

Progress of Culture Through Clothing and Textile Technology

Using clothing and textiles as the technological medium for studying cultural development under this framework, we would assume that cultures whose textile and apparel items are produced by man's hand alone have not reached a very high degree of development. Tools and machines are required to harness energy and put it to work in the service of man's cultural development. With the improvement of tools and machines, cultural advance is effected. The technological changes of cultures passing from cottage textile industry through handicraft industry, into a small-scale textile industry can be used as an example.

A *cottage industry* is carried on in the home as a part-time occupation primarily by members of one family using human or animal power. The products are for household or local village use and have little commercial importance. Cottage industries reduce the villager's need to buy from others, especially from distant areas where the high cost of non-powered transportation adds much to the price. The scattered location of the cottage industries makes bringing the products to a commercial market very expensive. At the same time the technical and organizational backwardness has made the cottage worker highly vulnerable to cheaper machine-made products which can be sold in his home village and which are steadily changing the consumption patterns of the village people. This problem is a drag on the programs of economic and cul-

tural development in all the countries of Asia, except Japan.

In Thailand an elderly woman can gin cotton on the porch of her son's house by squeezing the downy seeds from the fiber by a hand-cranked roller. Later she fluffs the cotton for spinning by whauing it with a bowl-like device. Her daughter will then spin the yarn and weave the cloth. But the chore of clothmaking requires only two hands so the daughter makes the task more pleasurable by talking to a companion. A ball of yarn flies as the clothmaker threads a belt loom, a device common in many parts of the world. Warp threads wrapped around a stick at her waist stretch from a porch beam. Leaning back in the harness, she pulls the warp taut to produce a fine, even weave. Girls will later sew the narrow strips of homespun into loose blouses. This type of family cottage industry exists in Thailand at the same time textile factories are expanding.

Products of Handicraft Cultures

If culture is generally accepted as the subtle attitudes of mind, beliefs, refined physical habits, and a sensitive organization of the people, then we can accept culture as the cultivation of sensitivity and the stirring and mellowing of humanism. Its relationship to crafts becomes obvious and inevitable. Cultivation of the aesthetic faculties in any culture endows the most common and unpretentious articles with loveliness. This is the beginning of crafts, the mere functional made into works of art, transforming the environment from rustic simplicity to gorgeous ornamentation.

Feelings actually experienced take form in crafts. Therefore, craftsmanship is not mechanical but is creation where the designer and the producer are one. This distinguishes handicrafts from studio-designed products produced for mass production where the designing is away from the object that is to be made. Craftsmanship is the creation of the ordinary people and is part of the flow in events of the common life. It is the product of an unhurried rhythm of life and the spell of serenity, as contrasted with the bustle of the present day.

A handicraft industry has more value or appeal than a cottage industry by reason of its more highly developed or complicated processing. It is usually carried on full-time



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in a separate shop by family members and outsiders together, who have gone through an apprenticeship, and who made objects of art of ceremonial, and decorative use. These sell in limited markets, but the markets may be spread out over considerable distance. Such intricate craft industries cluster in political and trade centers where buying power is high.

In India, craftsmanship had a sentimental and semi-religious association. Thus craftsmanship was imbued with a certain idealism not normally associated with an industrial pursuit. "Bleeding" India Madras is the product of the simpler cottage industry which now is involving thousands of weavers in the province of Madras and the neighboring villages. They work in the simple handicraft ways which have been traditional for centuries. Each weaver, operating his primitive backstrap or pit loom, can produce no more than 2 or 2½ yards of fabric a day. This craft has cultivated intimacy with human life and the realization of the fundamental unity of all aspects of life though diverse in form. The cloth which emerges from this ancient archaic process is the product of traditional skills handed down from generation to generation. These skills are the proud inheritance of the master weaver who continually experiments with intricate combinations of design and color and who supervises the work of the younger village craftsmen.

The luxury handicrafts are declining almost everywhere in Asia for two reasons. First, the courtly ruling class has declined. In numbers it is probable that the fabled craftsmen of Asia never approached the larger number of people who spun, wove, molded, and carved for the mass market, but their influence in setting standards and styles was indeed profound. The second reason for the decline of handicrafts is due to the impact of machine-made goods. However, government planners and administrators of developing countries are now trying to revive and improve some of these so that they will sell in foreign markets and thus bring income into the country.

The work of the village weavers of Madras, therefore, is now assisted by the All India Handloom Board which provides them with training, technical advice, re-

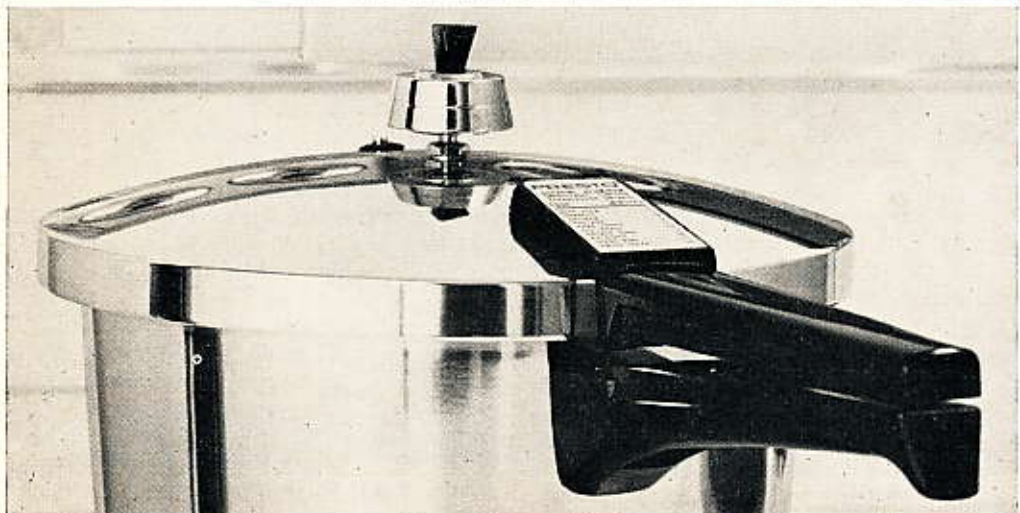
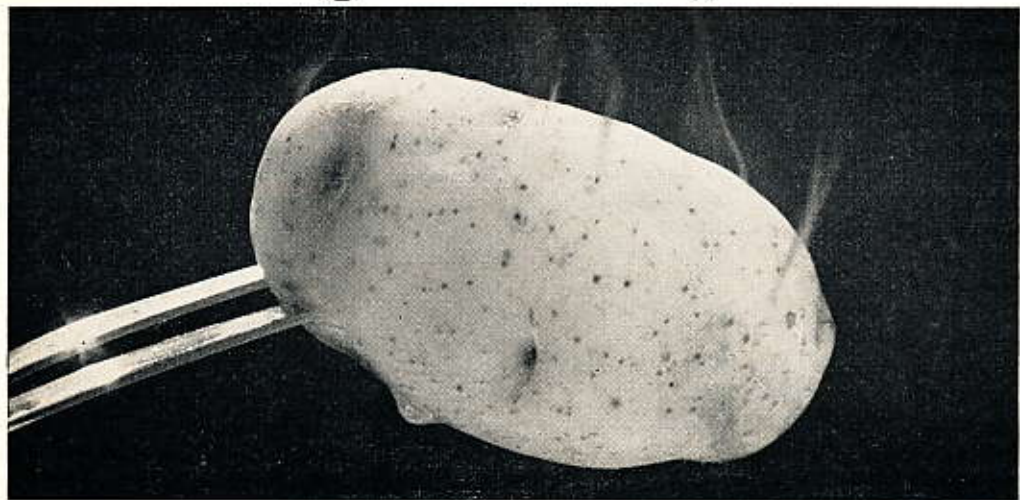
search facilities and design development through its Weavers' Service Centers. With the aid of the Indian government with production and international trade, Indian Madras has gained prestige in America which has become its most important market. Much of the concern for the small crafts in India has been a recent reaction against the effects of factory production. Mahatma Gandhi felt that more people would be employed, thus raising the living standards of the masses and that self-discipline within the individual would be promoted for the cultivation of more constructive social attitudes.¹

The textile handicraft products of Okinawa also serve as an example of an Asian country looking for other sources of income. The American military base and the influx of tourists provide a market for the Bingata, a 300-year-old art form of batik dyeing which is quite brilliant in color and of intricate design.

A Small-Scale Industry operates with hired labor, usually 50 workers or less on hand power, or not over 20 workers using motive power. Considerable division of labor and assembly-line production permit scattering of such units as special operations on sewing machines and textile machines. Materials are usually supplied from a central supply or processing plant. The major advantage of this type of industry is the cheap labor, small capital equipment costs, and their situation within and on the fringe of urban areas. Ever since World War II, development plans in the scantily industrialized countries of the world have stressed the rapid introduction of powered industry. Whether or not the capital and other necessities are available, modern mechanized industry has been regarded as the trademark of a strong and advancing nation.

In Ceylon clouds of cotton cloth, destined for saris, hang to dry in the breeze at a fabric-printing factory. Although part of an industrial complex built by the government, the factory wrestles with a problem of being able to produce 1,000 saris a day but turns out only 480 because of the scarcity of cotton cloth which must be imported from India. Thus the lack of materials and limited foreign exchange hamper Ceylon's industrial growth.

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One of the best examples of the difficulties in improving a small-scale industry that serves the domestic mass market is the weaving of cotton cloth by hand looms and small power looms in India. The cotton mill industry—spinning and weaving—is the biggest mechanized manufacturing industry in the country in capital investment and employment. Yet hand looms still employ 74% of the weavers and produce 15% of the cloth. This disparity is a problem for both the large number of hand-loom weavers and those who depend on them. The machine-made yarn and cloth from the cities has weakened the traditional textile specialty centers.

We can understand Ogburn's statement that modern technology can be a destroyer of artistic skill. The home producer, who was a craftsman, fabricated a whole product—a colorfully designed blanket, a costume, or a length of cloth. But as technology advances the complex machine replaces handicrafts. Both the skill and the joy the workman achieved are replaced by the routine monotony of making one part of a product on a machine. The finished product as he used it may extend his senses but in the making of one part of the product his senses and perception are limited for he does not feel the whole in the making. This is typical of the modern small apparel factory.

Social and Ideological Changes Due to Increased Textile Technology

Sociologists, anthropologists, and other individuals within a society are faced with the problem of how to reconcile traditional cultural patterns with technical change. Silberman believes that technology can enlarge a culture's sphere of choice, but it will serve its purposes only if the effects are recognized for individual and collective purposes.⁷

For instance, the changes of processes and tools involved in industrialization often bring disruption in family traditional values. The introduction of textile power machines into China meant that the factory worker had to give up not only familiar habits of work but also a whole ideology; for this new way of earning a living showed dissatisfaction with the ways of his father and doubt of the father's way of life in all its

aspects. "If the old loom must be discarded, then 100 other things must be discarded with it, for there are somehow no adequate substitutes."⁸

Another example is the Tiv men whose wives and daughters made them gifts of textiles and clothing made within the home. However, when manufactured cloth became available in a nearby town, the wives wished their husbands to buy the cloth. In order to obtain money to buy cloth, the men left their fields where they raised food for the family and went to work in the town. This not only meant leaving their families for months at a time, but giving up their authoritarian father image. It meant that cultural skills of raising food and spinning and weaving cloth could not be handed down to their children. Family unity was disrupted. However, some men moved their families to the industrial center which kept the family together but caused other family pattern changes.

Tools are part of a problem-solving process and are interrelated with technology, culture and its environment. When tools change social and economic changes follow and individuals within the culture must adjust their social and economic values accordingly in order to accept the results of the technological changes. Many times these adjustments take a long time and are first met with resistance. For instance, during the transition period from textile cottage industries to textile industrialization in England mobs attacked Hargreaves and his spinning jenny, Arkwright's spinning machine, Kay and his improved shuttle, and Cartwright's power loom. These new inventions threatened unemployment, the status of the man as head of his household and traditional family economic and social patterns of organization.

Adoption, whether it be of material elements, techniques, or idea systems, involves more than simple adherence. The new element must be congruent with the rest of the culture or sub-culture.

Culture Stability

If advanced technology is a basis for cultural changes, then a culture which changes its level of technology very slowly would be considered a very stable culture. How is this stability reflected in the textiles and clothing of a culture?

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We have assumed that cultures whose textile and apparel items are produced by man's hand alone have not reached a very high degree of development. Under these conditions traditional ways of behaving and dressing do not change or change so slowly it is difficult to observe the change.

Ohara, a community in the hills north of Kyoto in Japan, today attracts Japanese tourists as well as visitors from abroad by the uniqueness of the people's costume and their way of life, which have remained unchanged for centuries. Women in Ceylon, dressed in their traditional costume, walk with grace carrying jugs on their heads from the water hole to their village. In Peru, a mother, wearing a many-layered hand-embroidered skirt, carries her baby slung in a shawl on her back. In Bedouins a shy but strong daughter of Ishmael unloads skins of water, relieving Bedouin men of the indignity of manual labor. She carries out this responsibility clothed in a mode of dress that has not changed for centuries. In Abha's market, in Saudi Arabia, women sell wedding dresses elaborately hand-embroidered in traditional patterns and colors indicating the freedom and gaiety of the people.

We can generalize by saying that clothing customs, like other behaviors, skills and occupations, are transmitted from generation to generation, and from the society to the individual. We can also presume that the rate of changes in costume is related to the rate of other changes within the culture.

The *ideology* of a culture also contributes to the culture's stability and/or change. Let us study the Pakistani women after their more than 1,000 years of purdah (their traditional seclusion from society included covering their faces with a veil which guarded them from the covetous eyes of the world). The majority of the Moslem women are still behind the veil, but a few are emerging, which symbolizes the beginning of a sweeping social change for both sexes.

It is the younger, more highly educated woman who is the modern Pakistani woman. She forms a sharp contrast in her attractive sari and exposed lovely facial features to the woman who is still bound by tradition and is robed in dark loose robes and

shrouded in a burka (veil). The modern young Pakistani women who have discarded the veil symbolize the first step in their strive for independence, freedom of thought and action. However, it will be several generations before Pakistan has the same kind of sex equality America has — for the traditional mores applicable to women's behavior have been the basis for stability of the cultural pattern of Pakistan. The modifications and deviations of women's dress fashions, therefore, will revolve around changes permissible with the mores and the law.

The most stable of the cultural patterns are those bound up in the *mores and the law* for they provide order and continuity to the norms of behavior. The modifications and deviations which we associate with fashions really revolve around changes permissible within the mores and the law. For example, the wearing of clothes in Western society is required or demanded by social norms. The particular style of clothes or the amount of clothing worn at a particular time is dictated by the conditions of the fashion at the time. As a cultural pattern, in fact, fashion is a kind of social ritual which people are supposed to follow. Dictates of fashion in both the clothed and naked societies can be very severe.

On studying the cultural norm "modesty" we find that it contributes greatly to the stability of social organization. Feelings of modesty and/or shame are culturally determined. An excellent example of this concept was illustrated a few years ago when the Ballet Canadienne was touring in Guinea. The dancers were performing fully clothed before an audience who belonged to a naked society. Many of the people of Guinea felt insulted and embarrassed having to watch a dance by performers who were fully clothed. They thought it primitive and barbaric; it offended their sensibilities; some thought the Canadians were immoral and they worried about their young people being exposed to weakened moral standards for it could introduce all kinds of unhealthy notions into the heads of the young. Thus, the customs of covering the body or not covering the body are considered mores and embody the basic moral values of a culture for the Canadian performers could no more

(Continued on page 87)



Dr. Melvin Lee

Two New Directors Appointed



Dr. L. E. Lloyd

Dr. Melvin Lee has been appointed director of the School of Home Economics at the University of British Columbia. His duties commenced July 1, 1967. He succeeds Miss Charlotte Black who retired last year as Director of the School. Miss Winifred Bracher has been acting-director during the interim.

Although born in New York City, Dr. Lee has received all of his education in California. He attended various campuses of the University of California and received his bachelor and master's degrees in zoology, and in 1958 a Ph.D. in animal nutrition. The title of his thesis was "Effect of Safflower and Coconut Oils upon Plasma Cholesterol and Lipid Fractions." Dr. Lee has been the author and co-author of many scientific papers. Papers currently in preparation include a nutritional survey of Alaskans living in the San Francisco Bay Area and a study of riboflavin status in Navajo Indians.

Prior to coming to the University of British Columbia, Dr. Lee was a member of the Department of Preventive Medicine, University of California in San Francisco. When on sabbatical leave in 1965-66 he spent one-half year at the Institute for Nutrition of Central America and Panama, Guatemala, C.A., and one-half year at the Nutrition Laboratory, Hospital de Pediatría, Centro Medico Nacional, Mexico City.

Dr. Lee hopes that under his guidance the post-graduate program will grow and expand and offer courses leading to the master's and Ph.D. degrees.

Dr. Lee is married with four children, ages 7, 8, 12 and 16.

One of Canada's leading nutritionists, Dr. Lewis Ewan Lloyd, has been appointed director of the School of Home Economics at the University of Manitoba. Dr. Lloyd assumed his new position September 1, coming from Macdonald College, Ste. Anne de Bellevue, Quebec. The new appointee succeeds Professor Lorna Davis as director of the School. Dr. Elizabeth Feniak has been acting director since Miss Davis relinquished her post.

Dr. Feniak and Dr. Lloyd will work together as an administrative team, with Dr. Feniak holding the position of associate director. She will be mainly responsible for continued development of undergraduate education in home economics, including gradual conversion to a 4-year program. Dr. Lloyd will be in charge of general administration as well as organizing a greatly intensified research and post-graduate program.

Dr. Lloyd was born in Montreal 43 years ago. He acquired his B.Sc.A. with first-class honors from Macdonald College in 1948. He graduated from McGill University with an M.Sc. in nutrition in 1950, while his Ph.D. was conferred by the same institution in 1952. He undertook post-doctorate research in the field of gerontology at Cornell University from 1952 to 1953. Further post-doctorate research was undertaken at the Rowatt Research Institute at Aberdeen, Scotland. Dr. Lloyd was appointed professor of nutrition and given added responsibility as chairman of the animal science department at Macdonald College in 1960. He has published over 40 scientific articles and is co-author of a current textbook, "Fundamentals of Nutrition."

Dr. Lloyd is married and has four children. Mrs. Lloyd is a graduate in Home Economics from Macdonald College.



View of Campus, University of Saskatchewan, Thorvaldson Building in foreground showing new addition.

College of Home Economics

University of Saskatchewan

by DR. EDITH ROWLES SIMPSON, Dean

The College of Home Economics, University of Saskatchewan, Saskatoon campus moved into its new quarters in the Thorvaldson Building June 16, 1967, where facilities are provided for 250 undergraduate and 4 graduate students.

The Thorvaldson Building is shared by the Department of Chemistry and Chemical Engineering, the College of Pharmacy and the College of Home Economics. Home Economics occupies four floors in the north west corner of the building and also has large storage facilities at the lower basement level.

Entering any one of the four sections of the front door one faces a colorful mural in modern design. The artist, Mrs. Helen Palko, now of Ottawa, lived for many years in Saskatchewan and has caught some of the vibrant colors of the prairie sunset in her design. The color scheme of the whole building is black and white with color introduced only in special areas.

Classrooms, auditorium, branch library, faculty lounge, and other facilities are shared with the Chemistry and Chemical Engineering Department and the College of Pharmacy.

In the Home Economics area on the main floor are the college offices, the student common room, the seminar room, the nutrition laboratory, the graduate students' office and a dining room-kitchen area planned to be used as the laboratory for meal management. The dining room, furnished in Danish oiled walnut seats a maximum of 10. For larger groups buffet

service is used and when necessary sliding doors between dining room and seminar room may be opened to accommodate as many as 50 people at one time.

The nutrition laboratory, which is located on this floor is furnished with a McKesson 186 Metabolor and cages for the accommodation of experimental animals.

The north main entrance to the Thorvaldson Building gives access to the ground floor and on this floor are located the foods laboratories, foods storage areas, student dressing room and offices for the professors in foods. The beginners' foods laboratory accommodates 20 students, each 4 students sharing 1 sink, 2 ovens and 4 electric elements or gas burners for top of the stove cooking. All stoves have hoods and a powerful air conditioning system exhausts the cooking odors.



The new facilities of the University of Saskatchewan, College of Home Economics, are located on four floors of this impressive addition to the Thorvaldson Building.

On this floor there are also: the four-kitchen laboratory for 16 students, the experimental foods laboratory for 10 students and the foods research laboratory with space for 2 workers.

From the ground floor one may take the elevator to the top floor (up 4 floors). Here are located the laboratories for housing and design, for management and equipment and offices for the faculty members who teach in these subject matter areas.

Housing and design laboratories are provided with excellent storage space, drafting tables, sinks, large display areas and natural light from skylights in both rooms.

The management and equipment laboratories are combined in one large room with multiple outlets for plumbing, electricity and gas, so that equipment lent by dealers may be tried out. In the management area moveable cupboards and adjustable work heights give opportunity for studying kitchen and laundry arrangements.

One may take the elevator or stairs down one floor to the textiles and clothing level. Here there are 2 large clothing laboratories, each with fitting area, demonstration area and facilities for cutting out, sewing and pressing. The beginners' laboratory accommodates 16 students, the advanced 12. The textiles laboratory resembles the modern chemistry laboratory, except that counters are low and students have chairs rather than stools in order to use microscopes, as well as to carry out the usual chemical studies on fabrics.

The textiles research laboratory designed for 2 graduate students has an adjacent conditioning room. Faculty offices, carefully planned storage rooms and a display area take up the additional space on this floor.

John B. Parkin Associates, Architects and Engineers, of Toronto, along with Kerr, Cullingworth, Riches Associates, Architects, Saskatoon, were responsible for planning the new part of the building and remodeling the interior of the Gothic style older Chemistry Building. They have been remarkably successful.

From their experience in creating these new quarters the home economists involved



Design Laboratory in the Housing and Design section, with Mrs. Doris Hasell in charge.

would urge others to: provide adequate office space for increasing numbers of faculty members; demand more floor space than it seems possible for the authorities to provide; and build science laboratories knowing that even in traditional subject matter areas such as food, textiles, and management, scientific work will be undertaken in the immediate future by home economists.

DIETITIAN Supervisor - Standards Restaurants

This is a staff position requiring a minimum of five years supervisory or related experience, preferably in commercial restaurant or cafeteria operations. Position entails co-ordinating menus and recipes, quality control, staff training and related duties throughout our operations in Western Canada. Desired age range 28 to 40. Location Winnipeg. Relocation assistance will be provided. Fringe benefits include Bonus Incentive Program and Company Pension Plan. Excellent starting salary and progressive salary reviews.

Resume may be sent in confidence to G. Wade, 206-209 Notre Dame Ave., Winnipeg 2.

Who's Who in Canadian Home Economics

Marion Adair Bain (Mrs. D. C.)

B.Hs. (Household Science)

M.Sc. (Nutrition)

Mrs. D. C. Bain, our Legislation and Constitution Committee chairman, is a native of St. Stephen, N.B., where she obtained both a primary and a secondary school education. From Macdonald College,

McGill University, she received a Bachelor of Science degree in Household Science and from Columbia University, a Master of Science degree in Nutrition.

Marion Bain has had varied experiences in the field of nutrition. She has held

positions in the Dietary Department of Royal Victoria Hospital, Montreal; the School of Home Economics, University of Vermont; Department of Health and Social Medicine, McGill University; Marianopolis College, Montreal. This year she will spend half-time as associate professor at McGill University, and half-time as director of the new graduate internship course in Community Nutrition at the Montreal Dispensary.

Mrs. Bain has held membership and offices in the Montreal Home Economics Association; the Corporation of Dietitians of Quebec, and the Montreal Chapter; the Family Life, Education Council, Montreal; the Montreal Diet Dispensary; and the Montreal Council of Social Agencies. She is a member of the Nutrition Society of Canada and the Canadian Public Health Association, and has served on the Canadian Council of Nutrition.

Marion Bain is a very active member of C.H.E.A. She was national secretary for 2 years; provincial representative for Quebec for 3 years; chairman of the Legislative and Constitution Committee since 1964. In the latter office she and her Committee have completely revised the By-laws, are presently translating them

(Continued on page 87)

Marjorie J. Guilford

B.Sc. (Home Economics), M.A.

Marjorie J. Guilford (Madge to many people) was born, and educated in primary and secondary schools, in Clearwater, Manitoba. Ambition for a university education took her to the University of Manitoba for a Bachelor of Science degree in Home Economics and a diploma in Education; to Columbia University for a Master of Arts degree; to the Iowa and Oregon State Universities for special courses.

Miss Guilford has held many interesting positions. She has been the assistant women's editor of the Country Guide magazine, 1940-'46; lecturer in Home Economics at Macdonald College, McGill University, 1946-'53, and at Macdonald Institute, Ontario College of Agriculture, Guelph, 1953-'56. She joined the Faculty of the University of Saskatchewan in 1956, where she is presently associate professor of Home Economics.

Madge Guilford, with her broad background of education and experience, has made a fine contribution to our National Association. She was Business Editor of the Journal from 1950-'57; chairman Clothing and Textiles Committee 1957-'58; and is at present the chairman of the College Clubs Committee. She is active also in other organizations, being a member and past president of both the Saskatoon and the Saskatchewan Home Economics Associations, and chairman of the Scholarship Committee, University Women's Club, Saskatoon.

Miss Guilford firmly believes that both membership and active participation in one's professional organization is important to the profession as well as to the individual. She stresses the need for us, "to keep abreast of what other Home Economists are thinking and doing, by reading the

(Continued on page 87)



New Developments in Foods

by **BETTY KIRBY**

Canadian General Foods Kitchens.

New product development is a very important aspect of business today and its contribution to corporate growth should not be underestimated. However, long established business firms are very cautious in the marketing of new products because so many of them — even after extensive consumer research — are not successful. Of the 250 new items that are placed on the supermarket shelves each year, many will be dropped before the year is over.

No one doubts the influence of modern marketing techniques to create a demand for a product — sometimes even for an inferior one — but in any reputable business firm, there is a real effort made to satisfy the needs and wants of the consumer who is gradually growing accustomed to change.

Increase in Low Calorie Products

Two-thirds of the products you will be buying within the next 20 years are yet to be developed and many new processing methods will be used. There will be a tremendous growth in the number of low calorie products available. As you know overweight is our greatest nutritional problem on this continent and concern is shared by public health agencies, the medical profession and the consumer. The growth will be limited only by the manufacturers' ability to produce products that compare in acceptability and quality with their high calorie counterparts.

Typical low calorie foods now available are soft drinks, table sweeteners, metered calorie products, canned fruit, pudding and gelatine desserts, salad dressings, candy and cookies. However, there is a growing concern on the part of government agencies and the medical profession about the use of low calorie foods, particularly where synthetic chemicals are being used to replace natural food stuffs. This is particularly important with children who need energy-producing and body-building nutrients in the diet.

Vegetable Proteins Simulate Meat

Until recently, the average person has been unaware of concentrated or extracted protein food products which simulate meat and poultry, but they have been in existence for over 25 years. They were developed to provide a wholesome diet for people who will not eat meat or for those who abstain from stimulants for medical or religious reasons.

The earliest development in vegetable protein food products was the concept of first dissolving a vegetable protein, such as soya protein, and then spinning the dissolvent like a textile yarn. More recently a variety of methods of processing have been patented involving autoclaving, extracting and flavour and texture development. Many companies like General Mills, Ralston and General Foods have done considerable research in this area during the past 12 years and a great deal of research has been undertaken by both the Canadian and U.S. governments.

Some vegetable protein products which are now available are:

Frozen Fri Chick—an extruded product simulating a small portion of fried chicken is a soya bean protein fibre product. It is also canned in light gravy or it can be frozen in large rolls for slicing. In food value it resembles turkey more closely than chicken (20% to 26% protein, 18% to 25% fat, and 2% to 3% CHO).

When this product was consumer tested and unidentified, it had good consumer acceptance, but when the product was identified the ratings were much lower, due to our well known prejudice against unnatural or synthetic foods.

Simulated Beef (25% protein, 12% fat and 6% CHO) and **Simulated Ham**—containing about one-quarter the fat of ham (21% protein, 8% fat and 5% CHO) are also available.

On this continent vegetable proteins may be accepted slowly due to the abundant supply of animal protein, but in heavily populated areas of the world where it is uneconomic to use land for grazing cattle they have an immediate potential use. Then, too, there are large areas in the east that are either mainly or wholly vegetarian with age-old prejudices against meat. China, Japan and Eastern Europe have long used the soya bean; India uses various other types of grain.

In the vegetarian areas of the world there should be ready acceptance of these products, but in heavily populated meat-eating areas acceptance will be very slow because of all social customs, food habits are the most difficult to change.

Vegetable Proteins for Meat Flavour

Protein hydrolysates — vegetable protein bases with a meat flavour—were developed in Europe during the postwar years and are now processed in North America. They are used mainly as soup and gravy bases and are being used in increasing amounts as flavouring agents in both grocery and institutional markets.

Hydrolyzed vegetable proteins were originally a by-product of monosodium glutamate and were discarded as useless. Later it was found that the discard had a flavour of its own and that the hydrolyzed vegetable proteins could be combined to produce beef, veal and chicken flavours. In the processing, vegetable proteins — usually grains — are centrifuged with hydrochloric acid and then washed. In the hydrolyzing process, the protein is split and can be recombined like the colours of the spectrum to produce many different flavours.

Most hydrolyzed proteins are sold to replace beef extract. If the hydrolyzed vegetable protein is good, no difference can be detected between it and beef extract. At least 90% of all grocery products which used to contain meat extract are now flavoured with hydrolyzed protein in full or in part. This includes barbecue flavours, snack items, canned soups and stews.

Freeze Dried Foods

Right now you are using *freeze dried foods* in some form. For instance they are used as components in some conventionally frozen foods or in dry soup mixes. In Birds

Eye sauce cubes the onion flakes and green and red peppers are all freeze dried. But in the next few years these products will be available in ever greater numbers.

Freeze drying is primarily a method of drying, not freezing, and involves the sublimation of ice crystals within a frozen food. This means that solid water changes to gaseous water, bypassing the liquid water stage. In commercial drying plants, the drying takes place in a vacuum chamber. Controlled heat is applied to speed up the volatilization of water from the food. The heat is controlled to prevent textural degradation and the development of off-flavours. Over 99% of the moisture content of the food may be removed. Drying takes from 3 to 35 hours, depending on the character of the product, type of food and the temperature used to freeze the food which influences the size of the ice crystals. The lower the temperature used for freezing, the smaller the size of the ice crystals and the shorter the drying time.

There are advantages and disadvantages in freeze drying over conventional methods of preservation. For instance: in canning, because of the relatively high temperatures required to preserve the food, the taste, appearance, texture and nutritional value are altered. Because freeze drying is done at low temperatures, these qualities are affected to a lesser degree; frozen foods must be kept frozen to prevent spoilage and are both inconvenient and expensive to store. Freeze dried foods may be kept in vacuum sealed or nitrogen flushed packages at room temperature; air dried foods generally are inferior in quality.

The biggest disadvantage of freeze dried foods is the high cost of processing. Drying costs vary from about 3¢ to 12¢ per pound of water removed. Moreover freeze dried foods are fragile and will not stand rough handling. They require special packaging and handling to ensure that the product will not be degraded physically during shipment. Furthermore the food must be packaged in material impervious to moisture and air; otherwise bacteria will penetrate and the food will spoil. Some experts claim that eventually the high cost of packaging will be offset by savings from non-refrigerated storage and transportation but right now the majority of freeze dried fruits, vegetables

and meat are produced for the armed forces and work forces in remote places. The light weight of the products is especially important where supplies must be dropped by parachute, transported by dog sled or carried as personal provisions.

Some freeze dried foods now available on the consumer market are: cereal with freeze dried fruit (blueberries, peaches, strawberries and bananas), and cereal with freeze dried ice cream, as well as coffee, tea, shrimp, and crabmeat.

Irradiation Preservation

Today a great deal of experimental work is being done on *irradiation preservation* of food by both the American and Canadian governments. The source of the radiation is Cobalt 60 which leaves no measurable radioactivity within the food; the dose of radiation used depends on what type of preservation is desired: disinfestation, sprout inhibition, pasteurization or sterilization. Sterilization requires the greatest irradiation.

Sterilization destroys spoilage organisms to the extent that the shelf life is extended for several years as long as the product is protected from recontamination by packaging. Bacon which has been sterilized and then canned can be kept at room temperature for at least 2 years. When tested it cannot be distinguished from fresh bacon. Uncured cooked pork after irradiation and canning is acceptable for 20 to 25 months when eaten.

With beef, the problem of texture, flavour and appearance has been solved, and if accepted by the consumer, brown and serve roasts, cooked canned beef items and roast beef sandwich slices would require no refrigeration with proper packaging. Because ham is a cured product, it can be sterilized with less radiation than fresh meat. The advantages over canned ham are: it requires no refrigeration, appearance is better. Canned ham does not have a good appearance because of the temperature required to cook it in the can and also canned ham is expensive.

Irradiated sterilized canned chicken stored at 70°F. for 21 months was rated more acceptable than frozen chicken stored for the same length of time. The high temperatures necessary to heat sterilized canned chicken result in an overcooked product with low consumer acceptance.

Irradiation pasteurization reduces but does not eliminate spoilage organisms. To be really efficient this method of irradiation requires refrigeration. Most of the experimental work in irradiation pasteurization has been done with fruits particularly with strawberries. Irradiation improves the external colour but the internal colour is not as good. Irradiation toughens the berries and a different flavour develops after the second week of storage. Irradiation pasteurization reduces the number of decayed oranges in storage, and storage life can be extended by 30 days. On other fruits, work is in early experimental stages. However, Canadian research has shown, that irradiation pasteurization will reduce core flush and scald in storage apples.

Irradiation disinfestation is used to destroy insects or to make them incapable of reproducing, and insect eggs present in food are made infertile. This type of irradiation is used on grain products and also experimental work has been done on pork in which the trichina larvae are destroyed.

Irradiation to prevent sprouting of potatoes and onions has been used for some time. In 1961-62, the Canadian government carried out an experiment on an industrial scale in which one million pounds of potatoes were irradiated and released for consumption after varying lengths and conditions of storage. Irradiated potatoes were successfully processed into potato chips, instant mashed potato flakes, frozen french fries and pre-peeled fresh boilers. When the potatoes were sold directly to the consumer, no complaints were received. The cost of the equipment, however, is very high and chemical methods to prevent sprouting are quite successful and more economical.

This year the United States government will conduct a test on pasteurization irradiation of fresh caught fish. Three fishing vessels will be equipped with a Cobalt reactor. As soon as the fish are caught they will be pasteurized and then put in the hold which will contain sea water at 30°F. When the boat returns to shore the fish will be cleaned and then pasteurized again. It is expected that this will extend the shelf life of fresh fish to 4 weeks, but the fish will require refrigeration or icing.

Aseptic packaging of milk and cream is
(Continued on page 82)

Packaging—Today and Tomorrow

by MORTON RITZ

It is a real pleasure for me to talk to the members and friends of the Canadian Home Economics Association. We really have a great deal in common. While it is your main concern to prepare and develop wholesome nutritious foods, it is my business to package them properly and see that they reach the market-place in good condition. Moreover, good packaging also means keeping these foods in their original condition of high quality long after they have reached the supermarket shelf.

Packaging is one of Canada's largest industries. Everything must be packaged in one form or another, with the main emphasis on protection. Closely behind protection, packaging must present an attractive product at the point of sale, it must be informative, and it must create a desire to buy on the part of the consumer. While the most exotic package in the world will never sell a poor product, conversely, the best product in the world will hardly become a world leader if it does not enjoy attractive, appetizing packaging.

I will concentrate today mainly on the subject of aluminum foil, and why it has become such a popular and effective packaging material, where it is used, and some of the new applications for foil and where you may see it in the years to come.

The atmosphere surrounding our planet has changed much in recent years but packers of food products are becoming more aware of it than ever before. The same oxygen that comprises 21% of our atmosphere and sustains all life is really "murder" inside our packages. Rarely is a packaging decision made without intensive testing and study of the *permeability properties* of the packaging material and the package. Oxygen in the package discolors our meats, rancidifies our fats, molds our cheese, corrodes our flavors, aromas, nutrients and vitamins.

Even more plentiful is package enemy number two — water vapor. A two-way

villain it causes trouble both from the inside and from the outside. Without good water vapor and oxygen barrier packaging materials, many of today's food marketing channels would collapse.

Some of our most perishable foods in the meat and cheese industry have been brought under control by vacuum and gas packaging systems. Many producers of dry foods such as milk powder, instant potatoes, yeast, dehydrated soups, cake mixes and nut meats have extended their shelf life, expanded their markets and brought order to their production schedules by adopting better nitrogen flushing systems and better barrier materials for their products.

Aluminum foil got its start long before World War II, and its use has grown by leaps and bounds. Aluminum foil stands out as one of the most effective materials available for *barrier packaging*. Of course foil is seldom used all by itself because it is rather thin and has poor strength; however, when combined with other materials such as paper and films, it provides a superb component and delivers more increments per dollar of oxygen barrier, moisture vapor barrier, grease barrier, dimensional stability, tensile strength, glamor, and even insect and rodent resistance, of any single flexible packaging material.

In today's highly complex packaging industry, we have developed super-laminations of a highly sophisticated nature which have been developed for very special packaging needs, but more often than not, where a tough protection job is essential, you will find aluminum foil used as one of the components.

Long standbys for aluminum foil are dry soup mixes, cake mixes, instant potatoes and other similar products. Here, moisture contamination is an important factor; we do not want moisture from the outside getting into the package and caking the product. Foil comes into play also as a grease barrier. Many dehydrated soups contain chicken fat, and it is essential that the packaging material provide an excellent grease barrier.

Presented at the Pre-Convention Course "Foods Today and Tomorrow," C.H.E.A., at McGill University, July 6-8, 1966.

Another big user of aluminum foil for many years has been the potato chip industry where foil bags have become an accepted packaging medium. Not only will foil keep out moisture and help the product retain its original crispness, but — more important than this — foil acts as a superb light barrier. Light causes rancidity in potato chips by breaking down the vegetable oils, and it is rather critical to somehow exclude both natural and artificial light.

Butter has been another product very commonly packed in aluminum foil, far more so in Europe than in Canada or the United States. Butter, as we all know, has a great affinity for picking up foreign odors, and perhaps the best way to eliminate the odor pick-up problem is to package butter in aluminum foil. Light also is a factor here, and the exclusion of the various types of light wave can be best achieved with foil.

As a merchandising surface the glitter and sparkle of aluminum foil simply cannot be duplicated by any other packaging material, and in today's very competitive food industry, marketing people must always keep an eye open for more powerful merchandising media.

When we talk about foil, of course, we must not forget the two very largest users of foil: the rigid foil container used in this country for baked goods, frozen pies and cakes, and prepared dinners; and household foil, used in almost every home to some degree, around the kitchen and in the back yard.

The packaging industry is ever trying to provide programs for the food industry that will offer better packages at a lower cost. Through these programs we expect to provide:

1. Packages that give one hundred per cent protection to all foods from the time of processing until they are consumed.

2. Packages that are easier to open, easier to reclose, and that will protect the remaining contents until consumed.

3. Packages that combine a greater variety of prepared or pre-cooked foods — both in separate dishes and in complete meals.

4. Packages that make serving easier, fast, attractive.

5. Packages that can be cooked in and served directly to the table.

6. Packages that can be disposed of readily.

7. Packages that can be used to protect leftovers.

8. Packages that fit the shelf, the cupboards, the refrigerator, the family and the pocket book.

9. Packages that tell the purchaser what he wants to know about, the contents, weight, cost, quality and method of preparation.

This is my story of aluminum foil and the part that it plays in the packaging industry. I hope that I have left with you some little appreciation of the need and value of good creative packaging to complement the food products that your industry works so hard to produce and merchandise.

1968 Pre-Convention Workshop

"Modern Communication in Home Economics" is the topic for the 1968 C.H.E.A. Pre-Convention Workshop. Co-ordinator and leading instructor will be Mr. Barry Brown, audio-visual and instructional television manager for the University of Saskatchewan.

Date: June 27, 28, 29, 1968.

Place — University of Saskatchewan, Saskatoon, Campus.

The 2½-day workshop will include instruction and experience in the use of visual aids. Because everyone will be taking an active part in the making and use of visuals, the enrollment will be limited to 50 participants. Those interested in attending should write immediately to the chairman of the Pre-convention Committee: Dean E. C. Simpson, University of Saskatchewan, Saskatoon. Information about registration fees and accommodation will be furnished in the next C.H.E.A. Journal. Early registration should ensure for you a place among the lucky 50 members of C.H.E.A. who will be accepted.

ADMINISTRATION—Who Qualifies?

At a time when men are invading the administrative domain in Home Economics, it is interesting to learn that a Calgary Home Economist has become the first woman to be appointed to the Administrative staff of a Technical Institute in Canada.

In June 1966, Mrs. R. S. (Norma) Trussler was appointed assistant to the director of extension division (evening courses) Southern Alberta Institute of Technology. This entails responsibility for evening office procedures, assisting in interviewing and hiring outside staff and handling student and staff requests and complaints. In 1966-67 a staff of 206 instructed the 4,000 enrolled students. In 1967-68 an increased staff will be required to instruct the expected enrollment of approximately 5,000.

Prior to her appointment Norma was supervisor of the Clothing and Textiles Department at S.A.I.T. In this capacity she introduced the Bishop Method of Clothing Construction, which is gaining popularity throughout Alberta. This background seems a bit unbelievable when one discovers that Norma Trussler is a dietitian! A B.Sc. from the University of Alberta, followed by internship at the University Hospital in Edmonton equipped her for her first professional position — dietitian at a summer camp for underprivileged boys at Elk Island National Park. This led to her appointment as nutritionist for a pilot project sponsored jointly by the Provincial Departments of Health, Education and Agriculture in the Lamont Health District. The success of this project led to the establishment of the position of Provincial Nutritionist. Norma has worked as H.E.I.B. for the gas companies in Calgary and Edmonton as well as the International Harvester Co. She has been teaching dietitian at the Royal Alexandra Hospital in Edmonton and taught in the Food Services Department at S.A.I.T. prior to teaching clothing in the evening program.



Norma is a strong advocate of continuing education, and is currently completing requirements for her professional teaching certificate in the faculty of education at the University of Calgary. She plans to commence her program for a master's degree in education administration or adult education in the near future. Norma has done a superb job of combining homemaking for husband Roy and daughter Marguerite with her career. At this time, it is difficult to determine who is motivating whom, but Roy, an electrical engineer with City of Calgary Electric, is working toward his master's degree, and Marguerite is enrolled in the faculty of law at the University of Alberta.

Norma has always been active in Home Economics associations. She was president of the University Home Economics Club in undergraduate days and has held numerous executive positions, including president of the Edmonton Home Economics Association and the Alberta Home Economics Association. She has been nutrition chairman for the Canadian Home Economics Association and was on the Convention Committee when the Canadian Home Economics Association met in Edmonton in 1960. Norma credits her numerous positions of responsibility within her professional associations for playing a large part in equipping her for the responsible position she holds today. She also feels that having a broad general undergraduate program equipped her to succeed in a variety of positions, each of which involved various degrees of administration. The dietitian has numerous administrative functions, as do teachers and homemakers — in fact, Norma feels that in every job you are administering something, and every job experience is leading to something new. For these reasons, home economists in particular should not consider administrative posts a male domain.

Norma has a keen interest in people and an acute awareness to change. She credits Mabel Patrick for influencing much of her philosophy. Norma Trussler characterizes the professional stature toward which many aspire, and is a source of inspiration to all.

A Family Life Survey in New Brunswick

Undertaken by the co-operation of The Family Life Committee of the N.B.H.E.A. and the Family Life Committee of C.H.E.A.

by LOUISE V. D. SEAMAN

The Canadian Conference on the Family held at Rideau Hall and Carleton University, Ottawa, June 7-10, 1964, is already famous. Early in 1964 as a part of the share of preconvention research allocated to the Canadian Home Economics Association in the area of study of problems of the employed mother, a limited survey of certain aspects of family life was carried out by a member of the C.H.E.A. Family Life Committee, Mrs. W. A. Seaman of Mount Allison University at Sackville, N.B., in co-operation with the teachers of Home Economics classes in a few selected schools of New Brunswick. This was accomplished through collaboration with the New Brunswick Home Economics Association Family Life Committee under the capable convenership of Mrs. Shirley Christie.

At the same time a few schools in Nova Scotia were approached, and a questionnaire sent out to 4-H Clubs in New Brunswick was also drawn into the survey. For the purposes of this report, only the New Brunswick schools material is used.

The information sought in the above-mentioned survey was obtained by means of 2 questionnaires of 40 questions each. These, with explanations of their content and purpose, were sent out to key teachers throughout New Brunswick who, in turn, explained it to the students who were to be involved. These students took the questionnaire home. No. 1 questionnaire was given to teen-agers to fill in with the help of the mother where help was needed. Questionnaire No. 2 was to be filled in by the mother. The first was directed primarily to the teen-ager with an employed mother, and with or without preschool-age children in the family. The second was directed primarily to the employed mother who had preschool-age and/or elementary-school-age children in the family, as well as the junior or senior high school girl who took the questionnaire home.

Both questionnaires upon completion were returned to the teachers who had

given them out. These teachers then sent the collected questionnaires on to Mrs. Seaman for coding and analysis.

The questionnaires were divided into two parts for the purpose of analysis. In part I those questions were considered from both questionnaires which had to do with the employed mother's problems as seen by herself and by her teen-ager in areas relating to (1) food problems of buying, preparation and serving; (2) help available to mother; (3) child care problems; (4) particular teen-ager problems; (5) community facilities for recreation.

In part II of both questionnaires answers reported such matters as (1) amount and use of electrical equipment; (2) amount of clothing construction done in the home, and related problems; (3) laundry problems and general care of clothing; (4) presence or absence of central heating; telephone or telephones; (5) safety in the home; (6) awareness of the Canadian Association of Consumers as a source of information and help; (7) awareness of any possible sources of help in the area of adult education facilities in the locality.

Parts I and II answers were taken from a total of 264 questionnaires returned out of a total of approximately 400 sent to homes. (Exact figures were not turned in, but as far as can be estimated of the 500 questionnaires distributed to teachers, this figure is quite close to the actual number sent out.)

Questionnaire 1 - Part I Report

In making this report only a few of the actual percentages will be quoted as seems necessary for clarity.

(1) Food problems in the home: Over half of the teen-agers helped with meal preparation as well as with the shopping for food. More than half of the families tried to confine their food buying to once a week. Only a relatively small number of families had any paid help - 12.72%. A large number of mothers, 93.55%, considered that their knowledge of foods was

adequate, but well over half of them signified a desire to know more about good buying procedures.

The breakfast problem in many of the teen-agers' homes was significant. Approximately two-thirds of these families reported that breakfast was eaten, but many of these claimed it to be a difficult meal. The one-third of the families who reported no breakfast eaten (or did not answer) gave as reasons: differing times of rising of family members, varied likes and dislikes, no time to prepare a breakfast, no time for some to eat, no desire to eat.

(2) Of the 146 answers to the question in questionnaire No. 1 relating to the value of the teen-agers' course in Home Economics in her school, 103 stated that the work done in school had been helpful in her home.

(3) Child care problems: These problems related in questionnaire 1 chiefly to the baby-sitting responsibilities of the teen-ager. About 75% of them did baby-sitting both at home and in other homes. Most of these girls stated that they liked baby-sitting and well over 80% of them expressed a desire to know more about the care of small children.

(4) Teen-ager problems: Over 15% of teen-agers stated that they did not have a quiet place to study. About the same number, though not the same ones in every case, said they had no place where they could entertain friends. About 33% of the teen-agers said they did not get enough sleep and rest.

(5) Community facilities for recreation: These varied noticeably between rural and urban areas. Almost 90% of the city dwellers were aware of and made use of such facilities whereas only 26.61% of the rural dwellers knew of any such available facilities. As one teen-ager did express it, however, for her case, "We have natural playgrounds." Participation of teen-agers in group activities sponsored by local organizations of church, school or other, took in about two-thirds of the total number, with the urban figure about 5% higher than the rural.

Questionnaire 2 — Part I Report

(1) Food problems in the home: 55.55% of the 108 employed mothers with young

children were home for the noon meal, about 30% were not; 15% stated "sometimes." Approximately 25% of the families had children who carried school lunches, with these lunches being prepared by an older person, usually the mother. Most lunches were of the "sandwiches and cake or pie" type. Only one mother mentioned that a supplementary school lunch program was in force in her locality. Several did not answer this question. In this group the breakfast problem was not acute. Slightly over 10% stated that this meal was difficult, with the same reasons being given as in the case of questionnaire No. 1 answers.

Persons who prepared food in mother's absence were all considered satisfactory, most receiving help in planning from the mother, or were left with food ordered or on hand and written instructions.

(2) Eleven of the 108 mothers in this group paid outside help. Two had full-time housekeepers, one of whom was described as "expensive but satisfactory," the other, "not too expensive and satisfactory."

(3) Child care problems: Of the 108 employed mothers with young children, only 17 had children of preschool age. These children were looked after as follows: 2 by grandmothers; 3 by housekeepers; 2 by husbands; 3 by "friends" (unspecified); 1 by "an older woman"; 1 by the eldest daughter; 2 — no report.

In answer to a question as to availability of nursery school or kindergarten facilities, 48.59% stated that there were no such facilities in their area, 67.28% of the mothers without preschool-age children made no reply to the question, and only 25% of the total number of mothers answering questionnaire No. 2 expressed a desire to see such facilities established.

Response to a question related to time available to spend with preschool-age and young children by way of bedtime care, playtime or story-telling, etc., showed 61.69% of the mothers who did not answer the question; 22.42% who said that they either had or made time, and 15.88% who stated that they did not have time for this kind of child care.

To a question asking mothers to express their feeling about possible aid from volun-

TABLE III

Data based on answers to questions given above: Total answers 156

No.	Question	+	-	✓	0
16.	Re care of clothing by children	66.6	---	---	---
17.(a)	Own washing machine?	98.7	---	---	---
(b)	Own dryer? (18 mothers had automatic dryer)	11.5	---	---	---
18.	Washing done away from home?	5.7	77.5	21.2	---
19.	Mother time to sew?	68.5	19.2	---	---
20.	Like to make own clothes?	71.8	19.9	---	---
21.	Own sewing machine?	76.0	22.7	---	---
22.	Shop by catalogue?	46.1	28.8	21.5	---
23.	Interested in learning sewing?	66.0	27.5	---	---
24.(a)	Knowledgeable about buying?	78.8	5.1	---	---
(b)	Know about C.A.C. (15 of 156 knew C.A.C.)	10.4	---	---	---
25.	Mother interest in equipment, service availability, etc.	49.3	35.8	---	---
26.	Type of furnace in home—if one (30 of 156 without)	80.0	---	---	---
27.	Telephone? (16 of 156 had more than one)	90.0	---	---	---
28.	Vacuum cleaner?	82.6	---	---	---
36.	Fire insurance on home? (5 of 156 did not answer)	70.7	---	---	---
37.	Medicine, poisons, out of reach?	93.3	---	---	---
40.	Availability of absent parents?	91.3	---	---	---

tary organizations which might assist in the care of the children of employed mothers, the answers as follows:

30.84% were for such help

35.51% were against the idea of any such help

33.64% did not answer the question.

Questionnaire 1 — Part II Report

A reproduction of a table giving percentages as follows, affirmative +%; negative -%; sometimes ✓%, and no answer 0%, should give the reader a reasonably clear picture of the results. Table III of the detailed results is therefore given herewith. In some columns all the percentages are not filled in. This is because they are not pertinent to the all-over picture.

Comments on Answers to Questionnaires 1 and 2 — Part I

More effective teaching with some evaluation done as to the carryover into the home situation is probably indicated by the findings concerning food problems in the homes of employed mothers. Buying and selection should be especially emphasized.

The need for breakfast as a third of the day's food supply needs to be made emphatic — ways of making it attractive, and

general teaching in the management of time and energy related to it. This emphasis is much needed not only in our school teaching but in any work done with families outside of the school situation.

The noontime meal is apparently a problem one in the case of the employed mother with small children. Where the mother cannot be home at noon, a poor breakfast plus an unsupervised lunch hour might well be responsible for the rather poor physical condition of many of our school children from elementary school up through high school. In the case of the employed mother who has a housekeeper or some other responsible person at home with her preschool-age children, the problem is not so grave a one. But such homes are decidedly in the minority among the employed mothers reached in these questionnaires. Also in the case of the mother with very young children, the breakfast problem is less acute, probably because in such homes the presence of young children automatically insures early rising and more time for preparation of a meal.

The indications are that this whole problem of an adequate breakfast needs study, and ways sought to give help.

TABLE IV

Data based on answers to questions given above: Total answers 108

No.	Question	+ %	- %	✓ %	0 %
13.	Help by children with daily care of clothing?	63.8	26.8	---	---
14.	Make children's clothing?	38.8	52.7	---	---
15.	An electric sewing machine?	43.5	55.5	---	---
16.(a)	Clothes bought readymade?	82.4	12.0	---	---
(b)	Bought from catalogue?	12.0	---	---	---
17.	Consumer knowledge about quality, size of clothing	25.9	65.0	---	---
	Do you know C.A.C.?	13.8	---	---	---
18.	Washing done at home?	93.5	3.7	---	---
19.(a)	An automatic washer?	24.0	---	---	---
(b)	An automatic dryer (12 mothers had dryers)	11.1	---	---	---
20.	Use of laundromat?	9.2	75.9	13.0	---
21.	Clothes bought for easy care?	88.8	5.0	4.0	---
22.	Laundrying or bedding a problem?	9.2	87.0	---	---
30.	Furnace? (remainder use stoves)	82.4	13.8	---	---
31.	Electric refrigerator?	97.2	---	---	---
32.	Food freezer?	23.1	---	---	---
33.	Labor-saving equipment? (see list at end of comments)				
34.	One or more telephones? (6.4 have more than one)	85.1	---	---	---
35.(a)	Check fire hazards?	87.9	---	---	---
(b)	Check faulty wiring?	50.0	---	---	---
36.	Fire insurance?	83.3	14.0	---	---
37.	Medicine and poisons out of reach?	90.7	5.5	---	---
38.*	Availability of absent parents?	73.1	8.3	---	4.6
39.*	Health care? (medical, dental examinations)	82.0	---	---	---
40.	Adult education facilities?	76.8	20.3	---	---
	- Home management classes desirable?	17.5	---	---	---

* Questions 38 and 39 percentages are based on a total of 91 questionnaires in which these questions were answered.

Babysitting and child care instruction are needed for our teen-agers. It is now being given in New Brunswick and the new curriculum has a splendid course suggested for the higher grades. The matter of teen-ager responsibility and school-work problems in relation to needs for adequate study space which is quiet and suitable, along with an apparent need for more sleep and rest on the part of many, needs to be taken seriously by our educators and by all persons working with family welfare.

It seems fairly obvious from this limited survey that, in spite of the problems above mentioned, many employed mothers were coping quite well with their family responsibilities and taking them seriously. However, such a survey as this does not reach

a vital section of employed mothers whose children are not in school.

There would appear to be a certain lack of awareness amongst the mothers of young children as to the children's social and emotional needs.

Comments on Questionnaires 1 and 2 - Part II

Tables III and IV given in this article are in themselves explanatory. Only a few remarks will be made as comments on findings.

Very few indeed of our homemakers in New Brunswick are familiar with the work of the Canadian Association of Consumers. Knowledge of this organization could be of great assistance in giving needed infor-

mation in the area of consumer education and enlightenment.

The use of the laundromat is still limited in this province to the larger centers, and a few smaller ones where special conditions make it popular. Only 30 of the 264 employed mothers reported owning a clothes dryer, yet less than 15% of all the employed mothers questioned said that they had washing done away from home or at an automat. The situation may have changed noticeably since 1964, but in the present state of New Brunswick's economy, as an all-over picture one doubts that this is so. Well over 90% of the homes had electric washing machines.

A significant number of these employed mothers and their teen-age daughters are interested in clothing construction and enjoy doing it — also expressing a wish to know more about it; 76% of the families have sewing machines and of these approximately half are electrically operated. This all seems to indicate a continuing need for considerable emphasis on education in clothing construction, together with education about buying textiles, information as to their nature, launderability and so on.

Only 35 of the 108 mothers concerned with the second questionnaire had vacuum cleaners, whereas in the other group 82.6% of the employed mothers had them.

Beyond owning a washing machine, vacuum cleaner, refrigerator and sewing machine, electrically operated equipment is not owned in any variety or in any numbers, although electric irons and tea kettles were quite commonly owned.

N.B. Anyone interested in more detailed information re this survey, please write to:

Mrs. W. A. Seaman,
Assistant Professor Home Economics,
Massey Treble School of Home Economics,
Mount Allison University,
Sackville, New Brunswick.

Kudos . . .

At their annual convention banquet March 31, 1967, the Alberta Home Economics Association was pleased to recognize three members who had made outstanding contributions to Home Economics over the years. Honorary Life Memberships were presented to Miss Hazel McIntyre, Miss Lorene Tupper and Miss Ferne Edwards.

PUBLIC HEALTH Nutritionist

required by
Department of Public Health
Rural Health Region
Regina, Saskatchewan

SALARY RANGE: \$482 - \$610.

QUALIFICATIONS: Bachelor Home Economics Degree with major in nutrition; dietetic internship or suitable related experience; ability to drive Government car.

DUTIES: To provide consultation and direct service; nutrition education as a component part of all preventive and clinical health services in the region; diet and food budget counselling to individuals, groups and families; food consultation to municipal institutions, summer camps and food handling schools; other interesting services.

Bursaries available to take post-graduate work in Public Health Nutrition.

APPLICATION FORMS and further information available: Sask. Public Service Commission, Legislative Bldg., Regina, Sask. Please quote file No. 1118.

Chief Dietitian

**Tranquille School
KAMLOOPS, B.C.**

Salary: \$5,952 - \$7,224 per annum.

To be responsible for dietary arrangements in large hospital-school located in delightful lower-central British Columbia.

Applicants must be Canadian citizens or British subjects with a degree in Home Economics and several years' responsible experience.

For application forms apply IMMEDIATELY to The Civil Service Commission, Valleyview Lodge, ESSONDALE, B.C.

COMPETITION No. 67:226C

when a low cholesterol diet is indicated...

FLEISCHMANN'S 100% CORN OIL MARGARINE OFFERS THESE ADVANTAGES:

it has a polyunsaturates to saturated fats ratio of 1.5

it is especially suitable for people who are attempting to regulate
the type of fat in their diet

made from pure corn oil only (no mixture of oils)

Fleischmann's Margarine contains almost a full cup of liquid corn oil per pound. Because it is made from pure corn oil, it has a light, delicate flavor. And Fleischmann's spreads smoothly, even when cold.

This margarine exceeds the requirements suggested by many heart authorities for an acceptable margarine when a low cholesterol diet is indicated.



A new full-colour publication, "Dietary Fat Guide & Recipe Booklet", is available free to doctors, dieticians and home economists. Write to: Standard Brands Limited, 550 Sherbrooke St. West, Montreal, Quebec.

Canadian Home Economics Association Annual Meeting

Regina, Saskatchewan, June 25, 1967

The President, Miss Wanda Young, called the meeting to order at 8:10 p.m., and welcomed members to the 1967 annual meeting of the Canadian Home Economics Association. Executive members were introduced.

Greetings were received from The Canadian Dietetic Association, extended by Miss Geraldine Quine; from Miss Jessie L. McLenaghan, first president of C.H.E.A., Miss Florence H. Howden, a past president, and Miss Moxon, extended by Miss Charlotte Black; from Miss Gertrude Gerlach a past president, and from Mrs. Elizabeth Larmond, president, Ottawa Home Economics Association.

Credentials Committee—Mrs. McLaggan, chairman, reported the number of proxies and voting members present.

MINUTES OF THE 1966 ANNUAL MEETING

Moved by Miss MacFarlane, seconded by Mrs. Seaman, that the minutes of the 1966 annual meeting be accepted as printed and distributed. Carried.

Business Arising Therefrom

Future Conventions

1968 — Hotel Saskatchewan, Regina, July 3-6. "Horizons 68".

Saskatoon, June 27-29 Preconvention Workshop — "Modern Communications in Home Economics".

1970 — Inn-on-the-Park, Toronto, July 6-10. Joint C.D.A.-C.H.E.A. Convention.

1972 — Hotel Nova Scotian, Halifax, July 3-7.

1974 — Vancouver, B.C., July 7-12.

Canadian Conference on Human Rights

Sister Rhoda Penney was a representative on the Planning Committee. Personnel will be needed for other committees.

President's Report

Mrs. Oddie, vice-president, took the chair while Miss Young moved the acceptance of her report. Seconded by Dr. McCready. Carried.

Vice-President's Report

The response to the Caribbean project is gratifying. Over \$600 has been deposited in a Trust Fund and four groups have donated gifts of equipment. Mrs. Oddie moved the acceptance of her report, seconded by Mrs. McGowan. Carried.

Reports of the Secretary and General Secretary

Moved by Miss Bailey, seconded by Mrs. Seaman that these reports be accepted as printed. Carried.

Reports of the Provincial Representatives

Moved by Mrs. Taylor, seconded by Mrs. McConnell, that the provincial representatives reports be accepted as printed. Carried.

Reports of the Standing Committees

Moved by Miss Guilford, seconded by Mrs. Jenner, that the reports of the standing committees be accepted as printed. Carried.

Mrs. Seaman, Chairman of the Family Life Committee, reported on the survey conducted by her committee for exploring closer co-operation between members and to the C.H.E.A. executive.

Report of the Nominating Committee

Moved by Mrs. McConnell, seconded by Miss MacFarlane, that we accept the nominating committee report. Carried.

Because no further nominations had been received within the past 15 days, the President declared the following officers elected:

Class "A" Directors — Term of Office Expires 1969

Provincial Representatives

Saskatchewan — Mrs. Donna Schreffler, 35 Richmond Cres., Saskatoon, Sask.

Manitoba — Mrs. George Szeker, Manitoba Hydro, Box 815, Winnipeg 1, Man.

Quebec — Miss Kathleen Kimear, 465 Maple Ave., St. Lambert, P.Q.

New Brunswick — Mrs. Frances Wilce, 207 Bessborough St., Fredericton, N.B.

Newfoundland — Mrs. Gordon MacDonald, 8 Rostellan Rd., St. John's, Newfoundland.

Chairmen of Committees

Education — Miss Charlotte Black, 407 West 44th Ave., Vancouver 15, B.C.

H.E.I.B. — Mrs. Eric Hodgins, c/o F. H. Hayhurst Co., 55 Eglinton Ave. E., Toronto 12, Ont.

Journal — Mrs. Marjorie Elwood, 60 Ravenscroft Circle, Bayview Village, Willowdale, Ont.

Membership — Miss Edith Bradbrooke, 1401 Elliott St., Saskatoon, Sask. (1968)

Textiles & Clothing — Miss Grace C. Frank, Macdonald Institute, University of Guelph, Guelph, Ont. (1968)

Reports of Special Committees

Moved by Miss Black, seconded by Miss Henry, that the reports of the special committees be accepted as printed. Carried.

Reports of Representatives to Other Organizations

Moved by Mrs. Seaman, seconded by Miss Hurst, that the reports from the representatives to other organizations be accepted as printed. Carried.

Dr. McCready spoke on the International Congress and expressed the wish that all possible would consider applying to attend the Congress in Bristol in 1968 as part of the Canadian representation.

BUSINESS ARISING FROM THE BOARD OF DIRECTORS' MEETINGS JUNE 24, 25, 1967

Miss Bailey presented and moved the following be accepted:

- A vote of thanks to the Chairman of the Journal Committee, Miss Donna Baxter and all those members who, since March 1952 when the Journal Committee was first centered in Winnipeg, have worked to make the C.H.E. Journal the excellent publication that it is.

- An official vote of thanks from the Board of Directors and members to the Cook Book Committee for their many contributions to the life of our Association over several past years and continuing into the future; their devotion has been a stimulation to our national unity and purpose.

- That the Board approves the work on the Caribbean Project, and recommended the immediate spending of the funds collected, and urged the continuance of the project work as it is required.

Seconded by Mrs. McGowan. Carried.

- Recommends that C.H.E.A. propose and document a nomination for appointment of Dr. Margaret Hockin Harrington for the Order of Canada.

Seconded by Miss Black. Carried.

- A committee be formed of French speaking home economists to discuss and subsequently to recommend a translation of the name CANADIAN HOME ECONOMICS ASSOCIATION.

- A French translation be made of the C.H.E.A. career folder and the Home Economist in Business career folder as soon as possible.

Seconded by Mrs. McConnell. Carried.

- The Awards Selection Committee be made available to industry for selecting winners of industry scholarships, bursaries, and awards.

- A supply of subscription forms for the C.H.E. Journal be printed and sent to Provincial Representatives and Presidents of Affiliated groups.

- The C.D.A.-C.H.E.A. liaison committee Terms of Reference have added — To investigate the use of journals and newsletters to establish better communication between C.D.A. and C.H.E.A.

Seconded by Mrs. Elwood. Carried.

- We accept the Terms of Reference for the Special Committee to study the application of the term "Fellow" in C.H.E.A.

1. To study other professional organizations to determine ways in which the term "Fellow" is used

2. To recommend ways in which the Canadian Home Economics Association might use the term.

- We accept all proxies in favor of a C.H.E.A. member who is present at the annual meeting whether the proxy is witnessed or not.

- The Legislation and Constitution Committee consider the necessity of including the Scholarship Fund in the Constitution and By-Laws.

Seconded by Dr. Simpson. Carried.

• That the Legislation and Constitution Committee be authorized to proceed with the printing of 2,000 copies of the Constitution By-Laws and Amendments in a bilingual form at a cost of approximately \$700.

Seconded by Miss Baxter. Carried.

• That C.H.E.A. establish a special committee on Career Guidance.

• That we establish a committee to conduct a salary survey of members of the Canadian Home Economics Association.

• That a committee be set up to study the possibility of assistance for travel expenses for members of the Board of Directors attending Board Meetings and investigate means of raising such funds.

• That instead of the recommendation of a 25¢ "Hunger" booklet gift to graduating home economic students, in Canadian colleges, the College Home Economics Clubs be encouraged to become members of the Canadian Hunger Foundation (\$10 yearly membership, an individual membership on behalf of the club).

Seconded by Mrs. Jenner. Carried.

• That McCay, Duff and Company, Chartered Accountants, be appointed auditors for the year May 1, 1967 to April 30, 1968.

• That the funds in the Royal Bank of Canada Savings Account 10115 be transferred to a Royal Bank of Canada Bonus Savings Account.

• That financial appeals for individual scholarship fund drives not be supported by C.H.E.A.

• RESOLVED that the Canadian Home Economics Association request the Government of Canada to amend the Canadian Income Tax Act to allow a person to claim as deductible, expenses incurred by the said person in order to maintain during his absence from the household in the course of his employment, a reasonable standard of care of the said household and any dependants therein.

Seconded by Mrs. Elwood. Carried.

• That C.H.E.A. institute a method of payment yearly of six Collective Membership dues to the International Federation of Home Economics.

Seconded by Mrs. Oddie. Carried.

• That the affiliated associations be

notified of the 1968 payment to I.F.H.E. by C.H.E.A. and be requested to consider whether they would wish to reimburse C.H.E.A. for their share. Said payment to be made prior to January 1968.

Seconded by Miss Henry. Carried.

• That membership fees for graduate students who are members of C.H.E.A. be waived for a maximum of three years per person.

Seconded by Dr. Simpson. Carried.

Treasurer's Report

Moved by Miss Hurst, seconded by Mrs. McGowan, that the Financial Statements be accepted as printed and distributed. Carried.

Miss Hurst moved the approval of the 1967-68 budget as amended. Seconded by Mrs. Taylor. Carried.

Courtesy Resolutions

Mrs. Seaman and Mrs. MacDougall, on behalf of the Board of Directors, extended thanks to the President and the Secretary for the efficient and pleasant arrangements made for the pleasure and convenience of those Directors attending the Board of Directors' and Annual Meetings in Regina, June 24, 25, 1967.

Thanks go to —

• Mrs. Jean Bradshaw, General Secretary. Appreciation is extended for her preliminary work in acquainting us so well with our projected meeting and for her clear directives.

• The President, Miss Young, for her gracious reception and introductions of Directors and an appreciation of her efficient chairmanship of the meetings.

• The Vice-President, Mrs. Oddie, for the carrying out of her duties as required.

• The Secretary, Miss Bailey, for the delightful "get acquainted" coffee party at her home on June 23.

• Miss Young as hostess at a most enjoyable dinner at the Westward Inn motel on Saturday evening.

• Mrs. Jenner for the hospitality of her home extended on behalf of the Regina Home Economics Club who were hostesses at a buffet supper on Sunday evening.

• The Regina members who met planes—Mrs. McLaggan, Mrs. Zalenko, Mrs. Adam, Mrs. Oddie, Mrs. Solomos.

PROPOSED BUDGET

Receipts

Membership Fees — 800 at \$15	\$12,000.00
Membership Fees — 1967	
Graduates 100 at \$7.50	750.00
Affiliation Fees	445.00
College Clubs Affiliation Fees	48.00
Bank & Bond Interest	750.00
Sale of Membership Directories, Etc.	50.00
	\$14,043.00

Disbursements

Salaries — General Secretary	\$ 5,500.00
Stenographic Services	200.00
Unemployment Insurance	50.00
Canada Pension Plan	80.00
Rent	1,500.00
Telephone and Telegraph	220.00
Office Expenses	600.00
Printing Mimeographing	1,000.00
Career Folders	1,000.00
Office Equipment	200.00
Postage	400.00
Fidelity Bond	12.50
Bank Charges	25.00
Accounting Fees (Auditors)	360.00
Accounting Fees Scholarship Fund	25.00
Journal Grant	1,600.00
Journal Editor — Travel Expense	150.00
Provincial Representatives Expenses	100.00
Standing Committees Expenses	150.00
Nominating Committee Expenses	25.00
Legislation & Constitution Committee Expenses	900.00
Membership and Affiliations	155.00
Delegates Expenses	45.00
Travel Expenses to College Clubs Conference	45.00
Travel Expenses — General Secretary	200.00
Officers Expenses	100.00
	\$14,642.50

• The hostesses who offered their homes for billeting: Miss Young — hostess to Mrs. Bradshaw, Mrs. Jenner — hostess to Mrs. Seaman, Mrs. Foss — hostess to Mrs. MacDougall.

• Thanks from all members visiting Regina for our cordial reception.

Mrs. McLaggan moved the meeting adjourn at 9:05 p.m.

NEW DEVELOPMENTS IN FOODS

(Continued from page 69)

being used in Europe and California. The material used is either rigid or flexible plastic which is sterilized and then filled with pasteurized milk or cream. It is claimed that there is no trouble in maintaining a shelf life of 90 days under non-refrigerated shipping and storage conditions.

You may wonder just what happens in the development of a new product in a large food company like General Foods. Our research chemists develop the product and tentative package instructions. The product is then sent to the Kitchens where it is thoroughly tested. If the Kitchens think that the product needs further work, it is sent back to the laboratory; if they are in disagreement with the package instructions, they are revised and a copy sent to the laboratory for their comments, however, the Kitchens are always responsible for and have the final word on recipe copy.

If the Kitchens and research chemists agree that the product is at a stage where taste panels could be conducted to get the reaction of a larger group of people, a Kitchen Test, using our employees is run using at least 25 testers. Should their reaction be negative the proposed product may be dropped or go back to the laboratory for further work if the reaction shows it has possibilities.

Further taste panels are then conducted at General Foods and then the product is sent to the Consumer Opinion Centre at Yorkdale Shopping Plaza where 150 to 300 people — men, women and children — will rate the product. If the reaction is good the product will be put into home use tests in which a homemaker is given a blank package with instructions for preparing it. An interviewer will call on her and ask the reaction of her family to the product.

From here the product is put into a test market. General Foods very often use Calgary because it is a typical Canadian city with a balanced mixture of ethnic groups. Furthermore it is sufficiently isolated so that consumers from other areas do not drive into Calgary to do their weekly shopping. Thus it is relatively easy to compute the purchases of the product on a population basis.

If the product is accepted it is then put into national distribution.

Graduate Work . . .

Why? Well Why Not?

Prepared by CHARLOTTE BLACK, Education Committee Chairman

Graduate study is a new experience, a stimulating experience which too few home economists are having.

Why should she? The professional fields in Home Economics have wide open possibilities for individuals with specializations and higher degrees. (See the advertisements in the Journal). Discovery leading to greater knowledge in every field from Anthropology to Zoology is progressing at an ever increasing rate. What is discovered in most fields has implications for developments in relation to Home Economics. If home economists do not undertake further study and research in relation to their undergraduate study, it will be done by others at a tangent to the needs of the Canadian home, or left undone.

Graduate work means research — which is “the endeavor to discover facts by scientific study of a subject, careful search or inquiry for and after facts.” The result of research is satisfaction of curiosity on an intensive scale and contribution to knowledge. Too many of us say “why doesn’t somebody discover — a better way or product?” which may be for anything from allergies to zoning. Why don’t you? You could if you would.

The undergraduate has an advantage she should grasp by planning specifically to proceed with further study upon receiving her first degree.

You who graduated recently and are launched in a profession have probably found your interest focusing on one area of the field. Pursue this while your study-habits are still fresh and before new discoveries have piled so much knowledge upon your basic work that excavation and catching up is unduly time consuming. It might be added, too, go ahead before you become settled in a manner of living which might make that of the graduate student appear too much like a sacrifice.

Those who left university some years ago and now find the routine of a secure

position lacking in challenge, or whose home responsibilities are demanding less time and mental energy, give thought to further study.

Ambition should lead to continuing education — promotion and salary increases in many fields depend upon degrees held. Let us hope that preparation for promotion may lead to greater personal and professional satisfaction.

Certainly undergraduate records are considered in admission to graduate schools and they must be good. However, successful progress in a chosen profession, maturity and sincere purpose would have a bearing, along with results of study done in intervening years. All of us realize that we did not do our best as undergraduates — there were too many conflicting interests. The greater the lapse of time since receiving an earlier degree the greater the need to take courses now in order to catch up and to develop study habits again. Such courses for credit may be available at the nearest university as an “occasional student” by day, evening, summer or correspondence. Such courses would probably be in basic sciences or social science.

The time required to earn an advanced degree will vary with the regulations of the University chosen, the time available for study and the need for financial assistance. For the master’s degree it may be:

Twelve months of intensive study with additional time for the completion of the thesis — which is the writing up of one’s research, drawing conclusions and making applications.

Two years of approximately half-time study and half-time remunerative employment within the school selected. This allows for greater experience in the senior academic world, for research carried over a greater period of time and for enrichment of one’s program.

Several years of part-time study may be

(Continued on page 88)

Abstracts of Current Literature

Submitted by University of Ottawa, Faculty of Arts, Dietetics-Home Economics

Management by objectives

A. T. MCGUCKIAN.

1967.

Food Executive, 3:12-15, 4:37.

In his two articles on "Management by Objectives" the author draws the attention to the fact that 75 out of 100 businesses die before their 5th birthday due to management failure or the inability to make effective use of resources, to react timely to changing conditions and to gain and keep new customers.

"No matter what the situation in your operation, don't press the panic button. Instead, press the management button."

Every business action should have an objective, target, goal or purpose; this is the first function of management: to establish the objectives.

The Ideal Manager is a productive and orderly doer. He makes full, effective and timely use of all the resources available to him in men, money, equipment and supplies. He accepts the overall responsibility and delegates units of it to his assistants. He faces up to problems in weighing the advantages and disadvantages of all alternate courses of action, and then he decides on the one that will best correct the situation.

The measure of his success is his objective. His organization is flexible, lean and receptive to change. He practices good work habits concentrating his main effort on the important tasks which will help him achieve his objective. His success depends upon knowing and satisfying his customer, whomever he may be, and on his ability to attain his objectives.

The second function of management is planning — determining how to go about achieving the goal.

Successful franchise operations follow a management formula where the objective is clearly described, plans are precisely stated, men and equipment are co-ordinated into an effective team and controls on performance standards are continuous.

Management by objectives emphasizes individual acceptance of responsibility for improved productivity and growth, by the entire work force.

The manager should spell out to his subordinates all major objectives.

Each subordinate comes up with his intermediate objectives that will play an integral part in the achievement of the main objectives.

Supervision and guidance are available to assist in achieving desired results.

Results achieved are evaluated objectively in relation to the known goals and they are tied into promotions, salary review, incentive compensation and management development plans.

Management by objectives can work for you.

Effect of post-mortem aging and enzyme tenderizers on mucoprotein of bovine skeletal muscle

E. N. MCINTOSH.

1967.

Journal of Food Science, 32:210.

The effect of post-mortem aging and of enzyme tenderizers (papain) on mucoprotein of bovine skeletal muscle was studied and compared.

Lowered viscosity could be noted after only 2 weeks of aging at 4°C. and it was still lower by 4 weeks of aging.

In enzyme experiments, 300 mg mucoprotein isolated from control muscles was incubated 24 hr. in the presence of benzoic acid crystals, containing 12.5 mg crystalline papain. By this treatment, the lowering of viscosity was less pronounced than under aging for 4 weeks.

Incubation with papain overnight caused a 22% conversion of the mucoprotein to the ultrafilterable form, while Adolph's meat tenderizer gave 31% conversion. After 2 weeks' aging, mucoprotein was still unfilterable; after 4 weeks, there was a complete conversion into ultrafilterable form.

Alcohol and phosphotungstic acid precipitates of mucoprotein solutions from control samples and from 2 weeks' aging were of a fibrous nature. After aging for 4 weeks and after treatment with enzymes, the precipitates were gelatinous.

Mucoprotein products from control muscles showed a glucosamine-galactosamine ratio of 2:1. After aging for 4 weeks and after papain treatment, this ratio dropped to 1:1. Paper chromatography studies showed relatively less galactose along with decreased glucosamine. These observations suggest that a portion of the protein has been split off from the mucoprotein complex.

Mucoprotein can not be extracted from fresh bovine muscle by 0.6M, KCL buffer. Upon aging 4 weeks, a mucoprotein product became

extractable by this buffer. This product had a lower N content than that from the papain ultrafiltrate.

The analyses and biochemical behavior of this product suggest that much of the protein-glucosamine-galactose portion of the mucoprotein complex had been removed leaving the mucopolysaccharide portion.

The hot water tests showed that the mucoprotein solubilizable increases during post-mortem aging regularly with time, till the 4 weeks experiment. Post-mortem aging and enzyme tenderization appear to give rise to mucoprotein breakdown; probably denaturation and depolymerization.

The results suggest that the tenderizing effort is due to the chemical and biophysical changes in mucoprotein.

Problèmes bactériologiques posés par le conditionnement des aliments périssables sous pellicule plastique

(Bacteriological problems to conditioned perishable foods in plastic packaging)

DOCTEUR J. H. DE WILDE.
1967.

L'Alimentation et la Vie, 55:55-69.

L'auteur traite des problèmes bactériologiques se posant à propos des produits carnés préemballés et entreposés sous régime du froid.

Le produit conservé et son état bactériologique initial déterminent l'aspect particulier de sa microflore contaminante.

Le comportement métabolique de cette microflore au cours de la conservation, varie avec les conditions thermiques et le niveau d'oxygénation qu'elle subit. Au-dessous de 0°C, ne se posent que des problèmes bactériologiques très estompés. Entre 0°C. et +5°C, en aérobiose, se développent surtout les *Pseudomonas-Achromobacter*. Aux températures plus élevées, la prolifération microbienne se réalise par étapes successives due à la raréfaction de l'oxygène et à une augmentation du gaz carbonique.

Les pressions relatives d'oxygène et de gaz carbonique sont sous la dépendance des réactions métaboliques du contenu et des caractéristiques de perméabilité du film plastique. Pour le maintien de l'équilibre en oxygène de l'atmosphère occluse on doit utiliser une pellicule dont la perméabilité pour ce gaz est de 350 mg/m²/24h. à 15°C. Si le film est plus imperméable s'installe progressivement l'état d'hypoxie recherché pour l'intégrité de la nitrosomyoglobine. Comme ce film plastique est plus perméable au CO₂ qu'à O₂, une augmentation nette de la pression rela-

tive en CO₂ ne s'observe qu'avec les pellicules très imperméables; alors s'observe une rapide évolution microbienne biphasique:

étape initiale aérobie,

étape secondaire et définitive anaérobie.

Pour maintenir les caractères organoleptiques favorables de la viande rouge, on doit lui garder son humidité relative de 98.5% pour la viande fraîche et celle de 90-95% pour la viande salée. Ce degré d'humidité favorise le développement microbien.

Le recours aux pellicules plastiques représente une évolution dans la commercialisation des denrées périssables, mais ce n'est pas un procédé de conservation parce que les phénomènes bactériologiques ne sont pas arrêtés.

Certaines règles sont recommandées:

(1) Choix de la pellicule:

le conditionnement en atmosphère privée d'O₂ et le recours à une pellicule imperméable aux gaz créent des conditions hostiles au développement des bactéries aérobies.

le conditionnement sous pellicule très perméable à la vapeur d'eau aide à abaisser l'humidité relative superficielle et à inhiber la prolifération des bactéries hydrophiles.

(2) Température de conservation de 0°C. et +7°C.

(3) Délai maximum de conservation défini pour chaque type de produit et indiqué sur l'emballage.

The treatment of dietary deficiency of vitamin B₁₂ with vegetable protein foods

F. R. ELLIS and F. WOKES.
1967.

Nutritio et Dieta, 9:81-86.

Human dietary deficiency of vitamin B₁₂ was described in vegans, people consuming no animal food. The purpose of the investigation was to ascertain the effect of vegetable protein food, fortified with vitamin B₁₂, on the serum B₁₂ levels in vegans.

Dietary sources of vitamin B₁₂ used by vegans were (a) fortified vegetable milks - Velatin and Granogen; (b) yeast preparations - Barmene yeast and vegetable extract, dried Torula yeast fortified with vitamin B₁₂; (c) dried vegetable "muesli" fortified with vitamin B₁₂. Cytaccon tablets were taken with meals by vegans who were taking no other source of B₁₂.

Vegans had an average serum B₁₂ level of 166 plus/minus 15 ug/ml; whereas vegetarians had 227 plus/minus 19 and meat-eaters 335 plus/minus 12.

Nine vegans consumed Velatin that ensured 1 to 1.5 ug vitamin B₁₂ for 2 to 3 months; there were market rises in the serum B₁₂ level.

Granogen, with a much lower B₁₂ content failed to produce any rise in the serum B₁₂ level.

When the vegetable "muesli" fortified with vitamin B₁₂ was given, the serum B₁₂ level rose to 280 uug/ml.

In eleven vegans consuming Barinene for 6 to 12 months, the average serum B₁₂ level was 204 plus/minus 37 uug/ml.

The dried Torula yeast produced a rise in serum B₁₂ level from 90 to 350 uug/ml.

Cytacon tablets 50 ug once daily produced marked rises in serum B₁₂ level.

The results suggest that provided vegans take adequate quantities of vegetable protein food suitably fortified with B₁₂, they can remain in permanent good health. These findings may have some relevance on the world food problem where animal protein is scarce.

Goal setting as a means of increasing motivation

J. F. BRYAN and E. A. LOCKE.
1967.

Journal of Applied Psychology, 3:274-277.

On the basis of differences in performance in relation to maximal ability and differences in attitude ratings on an addition task, a low-motivation and a high-motivation group were selected for two retests on the same task.

The original S pool consisted of 10 male and 10 female paid college student volunteers from the University of Maryland.

Of the original 20 Ss taking Test I, 12 were selected for Tests II and III. The six Ss having the uniformly lowest performance slopes and lowest scores on the attitude scales were placed in the Goal condition for the next two tests. The six Ss having the uniformly highest scores on these measures were placed in the Do-Best condition for Tests II and III.

The low-motivation group was given specific goals to reach, and the high-motivation group was told to do their best on each trial of each retest. By the end of the second retest, the group given specific goals had "caught" the Do-Best group both in terms of performance and in terms of favorable attitudes toward the task.

The results suggested that specific goals can be used to motivate Ss who bring a low degree of motivation to the task situation. The assigning of specific and reasonably hard goals to these Ss raised performance level and favored the development of more positive attitudes toward the task.

On the other hand, telling the high-motivation Ss to do their best resulted in little performance increase and the development of increasingly less favorable attitudes toward the task.

International Congress on Home Economics

Bristol, England

July 22-27, 1968

One hundred delegates have been assigned for Canada and as of today there have been approximately only 80 applications from both the English-speaking and French-speaking Canadian Home Economists.

Delegates who could consider signing up and who would quickly pay the booking fee of \$18.30 (£6 sterling) should write immediately for the Preliminary Application Form to:

Mrs. Jean Bradshaw,
General Secretary,
Canadian Home Economics
Association,
151 Slater Street,
OTTAWA 4, Canada.

The filled-in form should then be returned with the booking fee, made payable to Margaret S. McCreedy, Macdonald Institute, Guelph. We will have to act quickly in order to utilize the 100 places for Canadian delegates. The matter is supposed to have been completed by this time.

Interested applicants should know that for a week preceding and a week to two weeks following the Conference, interesting trips are suggested, also a study course. This information is on the Application Form.

Kindly act quickly if you can be interested in being a Canadian delegate to the International Congress on Home Economics.

Dial-a-Dietitian began in February for the Halifax area. For two hours a day questions are telephoned to an answering service where the question is recorded and forwarded to "Dianna Day." Each day a different dietitian is posted to contact the caller and answer the questions.



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Application forms may be obtained from the Nova Scotia Civil Service Commission, P.O. Box 943, Dennis Building, Halifax, Nova Scotia or the Provincial Building, Sydney, Nova Scotia.

**CONTRIBUTIONS OF CLOTHING,
Etc.**

(Continued from page 62)

dance naked than the Africans could dance clothed.

In summary it can be stated that clothing and textiles act as a social and cultural medium through which we can study a culture's heritage and thus receive some understanding of not only the social and economic changes within a culture but also some of the basic human needs which motivate some of our behavior.

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MARION BAIN

(Continued from page 66)

into French, and are expecting to have a bilingual booklet printed at an early date.

Mrs. Bain, deeply interested in the C.D.A. as well as the C.H.E.A., hopes that, "eventually these two Associations can be, if not amalgamated, at least more closely affiliated at the national level."

Marion Bain enjoys her home in the country and tries to find time for gardening and reading.

MARJORIE GUILFORD

(Continued from page 66)

Journal, attending conventions and other meetings." She thinks that it is, "increasingly significant to learn how one's fellow professionals are meeting the changes taking place in our profession, reflecting the broader changes in society, and adjusting to them."

Leisure time activities for Madge Guilford include sewing, gardening, and travel.

WELCOME . . .

to our new members

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EDUCATION COMMITTEE REPORT

(Continued from page 83)

planned for, in which case very careful planning is essential to avoid disappointment through changes in course offerings and research that may be under way, planned or completed in the period.

Six schools of Home Economics in Canadian Universities have well established graduate programs to the master's level, some to the Ph.D. level, several others have plans for such in the near future. Your Alma Mater would be ready to assist you in reaching decisions about when, what and how to proceed.

(To be continued)

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